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July 29, 2004

Electronically Filed

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20054

Re: ***Ex Parte* Presentation**
MB Docket No. 03-15, Second Periodic Review of the Commission's Rules and
Policies Affecting the Conversion to Digital Television

Dear Ms. Dortch:

This is to notify you that on July 28, 2004, Julie M. Kearney, Senior Director, Regulatory Affairs of the Consumer Electronics Association ("CEA") and the undersigned met separately with Commissioner Abernathy and Stacy Fuller; Jonathan Cody of Chairman Powell's office; Catherine Bohigian of Commissioner Martin's office; Jordan Goldstein of Commissioner Copp's office; and Johanna Shelton of Commissioner Adelstein's office.

Our discussion concerned proposals to establish deadlines for broadcast stations to fully cover all viewers authorized by their digital broadcast licenses, including especially all viewers that are within the service areas of their analog signals. We also briefly discussed labeling proposals. The positions and information discussed were consistent with CEA's Comments, Reply Comments and *ex parte* materials previously filed. A single page email from the digitaltelevision.com website also was discussed, and is attached.

In accordance with Section 1.1206 of the Commission's rules, 47 C.F.R. § 1.1206, this letter is being filed in the above docket and sent by email to each Commission participant noted above.

Very truly yours,



David R. Siddall
Counsel to the Consumer Electronics Association

DRS:df
Attachment

20040726 Mark's Monday Memo

From Mark Schubin <tvmark@earthlink.net>

Date Mon, 26 Jul 2004 20:36:40 -0400

User- Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.0.2) Gecko/20030208

agent Netscape/7.02 (VAUSSU03)

- Follow-ups:

- The DTT-reception breakthrough at "The Schubin Site" -

- First, here's a recap for those of you who missed the Thursday special: Reliable DTT reception was achieved in my apartment for the first time, on Thursday morning, using the 5th-generation LG chip and either a simple rectangular loop antenna or the classic Radio Shack dual bow-tie with reflector. Fancier antennas were less successful.

We were able to receive six local DTT stations quite reliably; people could walk around the room during reception, and the antenna could even be moved around and reoriented during reception with virtually no ill effect (it WAS possible to find a location and orientation that caused problems, but I had to really try). A seventh station could be received with the antenna at the window (different seventh stations for different antennas). In the eight years of DTT testing here:

- This was the first time reception was possible with the antenna atop my TV (as it is for my analog reception). - This was the first time WNYW-DT (Fox) and any other station could be received from the same antenna location, never mind orientation. - This was the first time that no care needed to be used in orienting the antenna; haphazardly hanging the loop from a string was fine.

- The stations received were WABC-DT, WCBS-DT, WFME-DT, WNBC-DT, WNJN-DT, WNYW-DT (which carries WWOR as a subchannel), and WPXN-DT. A station I had previously received during an earlier test was off the air when we were testing on Thursday.

- The National Association of Broadcasters (NAB) lists 19 stations as being in my market (they actually list one station just eight miles away as being in the Philadelphia market, because it's a satellite of another station):

<<http://www.nab.org/Newsroom/issues/digitaltv/DTVStations.asp>>

As best I know, all of the other DTT stations listed for my market were either operating at very low power, far away, both, or off the air during the test on Thursday morning. I, therefore, consider the test to have been completely successful. If some future receiver can pull in even low-power signals, that will be a bonus.

- Here's a recap of the conditions in my apartment. The apartment is in a pre-war 17-story building on a wide Manhattan cross street. It is on the 4th floor. It faces north, with all DTT transmitters to the south or southwest, so at least one bounce is required for all reception. It is about two miles from the Empire State Building and closer to the Conde Nast Building. It is probably less than ten miles from all the New Jersey stations received. In other words, it is in a relatively high signal strength area.

- The receiver was an LG LST-3100A, BUT that receiver is normally shipped with the FOURTH-generation circuitry. The 4th-generation chip was replaced with a 5th-generation in the test receiver. As best I know, no 5th-generation receivers have yet been sold, but they are expected later this year (see USDTV story below).

- Sinclair says their results testing this receiver in Baltimore were essentially the same as mine.

- Here was the sequence of events Thursday morning:

- People showed up.

- The equipment was unpacked.

- A Radio Shack dual bow-tie with reflector was set up in front of and below the TV set, aimed roughly towards the window (no critical aiming).